



CREATIVE
NOVA SCOTIA
LEADERSHIP
COUNCIL

Annual Report

2015- 2016

Letter to the Minister of Communities, Culture and Heritage

The Honourable Tony Ince, Minister
Department of Communities, Culture and Heritage
Province of Nova Scotia

Dear Minister Ince:

This report documents the work of the Creative Nova Scotia Leadership Council in 2015 and 2016 (April 1 to March 31). Outlined are many ways in which Council continues to advance its mission of providing support and leadership to our shared vision of culture as a strategic pillar of sustainability for Nova Scotia.

A driver of our work during this period was an invitation to present to the ONENS Coalition last July. Our recommendations focused on ways that culture and creativity cross cut the strategic focus areas identified by the coalition. We are pleased to say that many recommendations were cited or alluded to in the final Playbook. Another focus area for Council was supporting the province's first Culture Action Plan. We will continue to help steer this milestone project, which, at time of writing, is in the final public engagement phase. We look forward to participating in the findings phase during the summer and fall.

Since the following pages provide a detailed accounting of Council's accomplishments in these and other areas, I would like to formally indicate ways that individual council members contributed to this work. In doing so, I offer my thanks to each member for their sustained passion for helping Nova Scotians realize the full potential of the creative economy.

I offer the following brief citations about my fellow Council members: **Terrilee Bulger** for chairing Initiatives, and for supporting the ONENS presentation last summer; **Carol Beaton** for chairing Communications, and acting as Council liaison for the 2016 Creative Economy Conference; **Fiona Diamond** for being a critical sounding board for the ONENS presentation; **Laurie Dalton** for chairing Operations, inviting speakers, and for preparing this year's Annual Report; **Martine Durier-Copp** for her "new-member" questions and enthusiasm; **Troy Greencorn** for his consistent synthesis of complex issues, and for supporting Carol in the Creative Economy Conference planning; **Scott Long** for developing a consensus agenda and streamlining committee reporting; **Barbara Manning** for her insights into advisory councils; **Jamie MacLellan** for his role as Vice Chair, for his work on Nominations, and ongoing corporate memory; **Marcel McKeough** for his wise and strategic support of Council's annual priorities; **Trevor Murphy** for his thoughtful and youthful perspective and social media savvy; **Peggy Tibbo-Cameron** for her expertise in cultural indicators and policy development at the provincial and federal level; and **Susan Tooke** for her leadership of the Status of the Artist Committee. Council recognizes and appreciates CCH staff **Kathy Rennick** and **Andrew Sare** for capably managing our annual schedule of meetings and supporting us in every possible way to make our work enjoyable and meaningful.

In Closing, I would like to extend thanks to departing Deputy Minister Kelliann Dean for her interest and generous support of Council's work. I would also like to welcome incoming Deputy Minister, Tracey Taweel.

Sincerely,



Pamela Scott Crace, Chair

Who We Are

The Creative Nova Scotia Leadership Council (CNSLC) is a partnership between the cultural sector and the Department of Communities, Culture and Heritage. In consultation with the cultural community, the CNSLC facilitates the development, preservation and promotion of arts and culture.

The CNSLC reflects a broad cross-section of the culture sector in Nova Scotia. The Council is a primary advisor to the Minister of Communities, Culture and Heritage, the Department and government on issues related to cultural development in Nova Scotia. The Council will also provide leadership on the development of a provincial culture strategy and work with government to support the underlying purpose and intention of the *Status of the Artist* legislation.

Members of CNSLC are selected through a sector call for interest and an open nominations and approval process. CNSLC is composed of fifteen individuals who collectively represent interests from Nova Scotia's arts and culture sector. Thirteen are nominated by the council itself from a list of individuals who have applied to sit as sector members, and then appointed by the Minister.

- One (non-voting) member is appointed by ArtsNS to represent them at the Council table.
- Two members are representatives from the Department of Communities, Culture and Heritage.
- Thirteen sector members are appointed for three-year terms and may only serve two consecutive terms.

Selection of members includes the following criteria; education, skills and background; relative experience within Nova Scotia's arts and culture sector; creation of a balance of representation by geographic region, the arts, cultural industries and cultural diversity; commitment to the process and ability to attend meetings.

What We Do

- *Vision*
Nova Scotia is where creativity and cultural expression thrive as the fourth pillar of sustainability.
- *Mission*
Provide leadership to the creative community and counsel to the Nova Scotia government on the development of policy that elevates culture and creative expressions within the provincial government and the Province.
- *Values*
Creativity, Excellence, Growth and Development, Inclusion, Partnership and Collaboration, Transparency, Fairness

CNSLC Membership (as of March 31, 2016)

Pamela Scott-Crace (Chair) of Halifax began her publishing career at Atlantic Insight and Atlantic Books Today, before spending 18 years with *Progress* magazine. As a volunteer, Pamela is the chair of Mocean Dance; she helps produce the Halifax Viennese Opera Ball; and she serves on the boards of Discovery Centre and Engage Nova Scotia.

Jamie MacLellan (Vice-chair) of Halifax graduated with a BFA from the Emily Carr Institute. He is a practicing painter and works for the Halifax Regional Municipality as a Community Developer within HRM's Events and Culture division. Over the past eight years Jamie has played a key role in developing HRM's public art policy, artist-in-residence program, "Open Projects" public art initiatives and currently administers the Municipality's inaugural grants program for professional arts organizations. He has also served as a member of the board of directors at the Khyber Institute of Contemporary Art and has volunteered with the Nocturne Art at Night organization.

Carol Beaton (Secretary) became the executive director of the Cape Breton Centre for Craft and Design in 1999. Until her retirement in 2013, Carol had the privilege of overseeing the ongoing growth and development of the Cape Breton craft sector and its impact on the economic development of the Island. Recently Carol served on the Boards of Craft Alliance, Alliance métiers d'arts, Destination Cape Breton Association and Celtic Heart of North America Cooperative. Currently Carol serves as co-chair of the Culture Team as well as a member of the Leadership Team, under the Cape Breton Island and Mulgrave Prosperity Framework. She is a member of the Board of Governors of Cape Breton University.

Terrilee Bulger of Ingramport is the publisher for The Acorn Press and co-owner for Nimbus Publishing. She is also a CMA and has served terms on the executive of the board for the Atlantic Publishers Marketing Association and the Atlantic Book Awards Society. Terrilee was recognized by the book trade publication the Quill and Quire as one of the top "ones to watch under 35" in Canadian publishing.

Dr. Laurie Dalton of Wolfville is Director/Curator, Acadia University Art Gallery and Adjunct Professor, Dept. of History and Classics, Acadia University. She serves on the art in public spaces committee for the town of Wolfville and on the board of directors for the Lieutenant Governor of Nova Scotia *Masterworks Arts Award*. Her research is cross-disciplinary with a focus on museums, display and audience within transnational frameworks.

Fiona Diamond of Halifax has been Vice-President with Brookes Diamond Productions since its inception in 1977, overseeing operations and acting as show producer, concert promoter, manager, and marketing director. She founded and produced the Halifax Comedy Fest for 12 years. Fiona is also co-producer of Nova Scotia's internationally-acclaimed musical spectacular, DRUM! She has served on several boards and is presently past president of Family Business Association Atlantic.

Dr. Martine Durier-Copp of Halifax is a professor at Dalhousie in the Public Policy and Public Admin faculties. She has a comprehensive understanding of government policy and political science aspects of governance and arts and cultural administration. Originally from Quebec, she has a Master's of

Musicology. She is a strategic thinker with an arts background in the field of dance, particularly flamenco. She also serves on the board of various arts organizations locally.

Troy Greencorn of Canso is the Artistic Director and Founder of the Stan Rogers Folk Festival, an international festival of songwriters in its 18th year. Troy is also the Creative Director of the deCoste Centre in Pictou. His career has spanned numerous aspects of the sector as well as ECMA and countless community development organizations.

Scott Long of Halifax is the Executive Director of Music Nova Scotia, NS representative of the FACTOR National Advisory Board, Director of the Canadian Council of Music Industry Associations and the NS representative on the Canadian Academy of Recording Arts and Sciences. A long time piper himself, Scott is also the Vice-President of the Dartmouth and District Pipe Band Association.

Barbara Manning of Dartmouth grew up in Whitney Pier. She is the past CEO and President of Genieknows Inc., an international marketing and software development firm. Barbara has an entrepreneurial spirit having owned and operated a dessert restaurant and an international marketing firm "Uniquely Canadian" focused on helping Canadian artists find export markets. Barbara served as a member of the CNSLC from September 2015 until March 2016.

Trevor Murphy of Halifax is a musician and music industry professional, CKDU radio host ("Halifax is Burning"). His profound relationship with the south shore and his Acadian roots is depicted through his record label 'The Acadian Embassy' which promotes the work of Acadian-identified artists locally. Trevor is a young artist who is also a partner in a local communications firm.

Candace Stevenson (Representative of Arts Nova Scotia) of Halifax is a former Executive Director of Heritage and Culture and of the Nova Scotia Museum. She has extensive governance experience including acting as the inaugural chair of Arts Nova Scotia, and has chaired several organizations including the Canadian Museums Association, United Way, Clean Nova Scotia, the Ecology Action Centre, the Talent Trust and the Provincial Library Council.

Susan Tooke of Halifax is both a visual and media artist with a broad and varied experience within the arts community, including her current role as president of Canadian Artists Representation/Le Front des artistes canadiens. Susan's previous experience includes terms on the boards of Visual Arts Nova Scotia, Cultural Federations of Nova Scotia, and Art Gallery of Nova Scotia.

Peggy Tibbo-Cameron of Halifax is a staff appointment with the Department of Communities, Culture and Heritage, and a member of Council's Executive. Peggy is the Department's Director of Research and Government Relations. Prior to joining the Department, Peggy was the lead staff member in the Tourism Division during the visioning, development, and implementation of the Tourism Partnership Council. She has more than 20 years of experience in both the private and public sector.

Marcel McKeough of Halifax is a staff appointment with the Department of Communities, Culture, and Heritage and a member of Council's Executive. Marcel is the Executive Director of the department's Culture and Heritage Development Division. He has extensive experience in Nova Scotia's cultural sector and is former Chair of the East Coast Music Association.

Council Priorities and Structure

In 2015-2016, the Council continued to be guided by the priorities set in its 2014-2016 Operational Plan, as documented in Council's 2015-2016 annual report. Work on this plan began in November 2014, through a two-day strategic planning session led by staff of Communities, Culture and Heritage and senior government public servants, and was further refined by a Council's Operations and Executive Committees.

Priorities set out in the Operational Plan for 2015-2016 included:

- i. Alignment with government priorities, especially the One Nova Scotia work, and
- ii. Providing support and leadership to the development of the Nova Scotia Culture Action Plan.

To effectively manage workload, Council is divided into committees that, under the guidance of the executive and Council as a whole, strive to carry out council's priorities in a timely and efficient manner. Committees meet and work independently and provide support to each other, according to their specialty and skill set, as needed. Communications continuously flow within council, between members and committees

Committee work will support the priority work of Council but will also be focused upon long-term and ongoing Council work. Specific tasks related to Council's primary priority work are actioned to Committees by motion of Council.

- **Executive**
Administers and coordinates the activities and projects of the council and ensures that decisions taken at council meetings are acted upon in a timely manner.
- **Initiatives**
Drives Council's overarching direction/primary focus.
- **Operations**
Outlines and operationalizes Council's ongoing and long-term planned work;
Populates strategic plan and develops annual Council work plan.
- **Communications**
Develops framework for Council's interphase with the sector and the public;
Develops strategy for dissemination of sector-specific information.
- **Nominations**
Provides direction in developing and maintaining Council's human resources including, but not limited to, the annual process of soliciting and appointing new members.

CNSLC members also participate in joint committees with counterparts from ArtsNS. In 2015-2016 these committees were:

- **Arts Investment Joint Committee**

Formerly the Endowment Fund Committee, formed in response to calls from the sector to build an endowment fund for arts and culture organizations. New description is indicative of a wider focus of investment-support consideration including micro-lending, capital loans, etc.

- ***Creative Awards Gala Joint Committee***
Provides long-term direction and annual decision-making in the planning of the Creative Awards Gala.
- ***Status of the Artist Joint Committee***
Formed in response to government's five-point plan for arts and culture to enact Status of the Artist Legislation.

2015-2016 Highlights and Accomplishments

2014-2015 AGM and Birchtown Community Meeting – Spring 2015

Council, joined by Minister Tony Ince, held an open house with members of the community at the Black Loyalist Heritage Centre in Birchtown in June 24, 2015. The evening included heritage interpretation by staff from the centre, music performances, and discussion about cultural planning.

The contributions of departing members were acknowledged by Deputy Minister Kelliann Dean and their fellow council members. Those whose terms ended included departing Chair George Klass, former Chair Ronald Bourgeois, esteemed member Mary Jane Lamond, and departing Vice-chair Scott Simpson.

Canada 150 Celebrations planning

Reflecting on the past year and words from departing members, Council used its AGM, in part, to begin to draft recommendations to government of how Canada 150 could be celebrated. The resulting submission to Minister Ince included suggestions for a curatorial vision for the celebration, including the desire that culture should be featured prominently, and that celebrations should include initiatives that would have a lasting impact in building communities and culture.

Submission to One Nova Scotia Coalition - Summer 2015

Following a submission to the One Nova Scotia Commission, feeding in to the process that would lead to the February 2014 *Now Or Never* report, the Council, like much of Nova Scotia, reflected on the call to identify new ideas to create sustainable economic growth, reverse outmigration, and create a collective "we can" attitude.

In July 2015, Council prepared a presentation and report: *Culture Now* for the One Nova Scotia Coalition on how investing in Culture and Creative Industries could create positive economic and social outcomes for the province. The presentation and report (available on Council's webpage) explained how the most competitive economies in the world are creative ones, and how the dynamism of the sector can be leveraged to benefit all Nova Scotians.

The presentation from Council was very well received. Council was pleased to see the importance of culture prominently featured in the Coalition's 2015 *We Choose Now* report, including recommendations for growing the Creative Industries and building welcoming communities that celebrate and share their culture.

Work to Elevate the Status of the Artist – Fall 2015-Spring 2016

The Status of the Artist joint committee of Arts Nova Scotia and Creative Nova Scotia Leadership Council worked diligently over the summer and fall to provide robust recommendations. During a joint session of the Council and Arts Nova Scotia on January 22, 2016, the Committee made a presentation on its findings including the following recommendations:

- That the *Status of the Artist Act* be amended to specify written contracts in the hiring of professional artists with the possibility of using Saskatchewan and Quebec legislation as a model.

In relation to the Act, the Status of the Artist Committee would like to recognize and congratulate government on its Resolution No. 2596, made on December 1, 2015 in the Sixty-second General Assembly Second Session by the Hon. Karen Casey, who stated: "Be it resolved that all members of this Legislature recognize the importance of promoting and supporting science, technology, engineering, arts, and mathematics in our public education system through the implementation of Nova Scotia's Action Plan for Education to ensure a prosperous future for our students and economy."

- That Minister Ince advocate to his federal, territorial, and provincial colleagues that the Canadian Copyright Act be amended to include the Artist's Resale Right (ARR). And that the ARR grant the artist a royalty upon the public resale of their artwork through an auction house or commercial gallery.

A proposal put forward by Canadian Artists' Representation/Le Frond des artistes canadiens (CARFAC) recommends that Canadian artists whose work resells for \$1,000 CAD or more would be eligible for a royalty of 5% of the sale-price of the art. The ARR would benefit all visual artists, but most especially aboriginal artists, artists living in isolated communities, and senior artists, whose art grows in value over time and in an international art market. Canadian artists would also benefit from reciprocal arrangements with the 93 countries that have adopted ARR, should their work be re-sold in one of these countries.

Support and Leadership to the Nova Scotia Culture Action Plan – Winter 2015-Spring 2016

Government's Culture Action Plan will include clear actions to strengthen the role of culture in Nova Scotia. As a member of the Cultural Action Plan Steering Committee, Council has a clear role in shaping this initiative. Likewise, Council members have taken part in numerous sector workshops for the plan, as well as providing advice directly to CCH department organizers throughout 2015/16. Council will

continue to advise government on the Action Plan and assist in communicating announcements as they become available.

Aligning Council with One Nova Scotia Themes, and Collaboration in Planning the Growing a Creative Economy Conference – Winter 2015-Spring 2016

In December 2015 Council met with Bernie Miller, Senior Advisor with the Executive Council of Nova Scotia, about next steps following the release of the OneNS action plan "*We Choose Now*". Discussion focused on how to achieve meaningful change in the province, what the role of government / citizens should be, what leadership means in this context, and what role CNSLC can play.

Following up on discussions with Bernie Miller about how other jurisdictions have fostered thriving cultural and tech sectors and are now seeing growing populations, council encouraged planners of the Growing a Creative Economy Conference (which took place in Sydney in May 2016) to bring in a speaker from Austin, Texas, to share the story of that city's success as a global leader in creativity and cultural vibrancy.

Council members collaborated with the Cape Breton Partnership, the Cape Breton Centre for Craft and Design, and the Department of Communities, Culture and Heritage on the Growing a Creative Economy conference from planning stage, through to moderation of panel discussions and hosting a reception at the event.

Meetings throughout 2015-2016 followed themes identified by the One Nova Scotia process. Council hosted a panel discussion in February on building cultural clusters and cultural districts. In March, Council hosted a panel discussion about arts in higher education, and also planned for a future discussion about linking digital industries with creative intellectual property creators, and creative industries entrepreneurship and export, to take place in April, in the new fiscal year.

Cultural Clusters and Cultural Districts

Council's February panel brought together Colin Fowlie, project manager for the Creamery Square in Tatamagouche; Mayor Rachel Bailey, Town of Lunenburg; Erika Shea, Communications Director for New Dawn Enterprises; and Joeleen Larade, Executive Director of Conseil des arts de Cheticamp. The discussion emphasized the importance of culture and cultural infrastructure to building communities, and further examined how businesses and arts can benefit from collaboration.

It was determined that it would be beneficial to open the discussion up to a wider audience, including decision makers, planners and influence holders at the Growing a Creative Economy Conference in Sydney May 20, 2016.

Arts in Higher Education and Linking Digital Industries with the Arts

With March guests Sara Ryan, co-director of Brilliant Labs, and Ulrike Bahr-Gedalia, Executive Director of Digital Nova Scotia, Council discussed ideas about how to raise awareness of the importance of arts in education, as well as opportunities for connecting digital content creators with Nova Scotia cultural producers, such as songwriters and storytellers. Participants spoke further about the success of "hubs" such as the New Dawn Centre for Social Innovation, which bring together both members of the arts and

technology start-up communities, as well as links them with other types of enterprises and business models.

As a follow up to the discussion, a session was designed for the Growing Creative Economy Conference to be held in Sydney, to both continue the discussion and provide an opportunity for digital industries and the arts to collaborate more effectively in Nova Scotia.

Investment in Creative Industries – Winter 2015-Spring 2016

Following recommendations in Council's *Culture Now*, as well as One Nova Scotia's subsequent *We Choose Now* reports, Council also provided a sounding board for efforts undertaken by the Department of Communities, Culture and Heritage to plan for a new \$2 million investment in Creative Industries with Deputy Minister Kelliann Dean.

Prior to government's decision for the Department of Communities, Culture and Heritage to launch the new program, Council members provided input to Nova Scotia Business Inc. creative industries discussions, and engaged in regular input through staff and the Deputy Minister about the process.